

## CRITERIA FOR BALLOT DESIGNATION

Each candidate for an elective Board member position may choose a Ballot Designation at the time he or she certifies acceptance of nomination as a candidate. The Ballot Designation will be printed below the candidate's name, on the ballots that are mailed to each eligible voter. The Ballot Designation must be accurate and not misleading.

Each candidate must choose a single Ballot Designation, in conformity with the following guidelines:

- (a) If the candidate already holds the Board member position to which he or she is seeking election then the candidate may use the single word "Incumbent" and this is the only time it may be used as a designation. The word "Incumbent" may not be used in conjunction with the candidate's title as a CalPERS Board member.
- (b) If the candidate holds an elected office at any level of government, or is an elected or appointed judge for a court of record in California, at the time he or she certifies acceptance of nomination, he or she may use the title of that office. If the candidate is retired from that office, the title may still be used, if preceded by the word "Retired." The candidate shall not make any other reference to a prior elected or appointed office, such as by the word "former" or "ex."
- (c) The candidate may designate the principal profession or occupation in which he or she is engaged, at the time he or she certifies acceptance of nomination. This designation may be general or specific, but it shall not exceed three words in length. If the candidate is retired from the principal profession or occupation, it may still be designated if preceded by the word "Retired." Any geographic reference that is part of the designation shall count as one word, but the word "Retired" shall not count. The candidate shall not make any other reference to prior professional or occupational status, such as by the word "former" or "ex."
- (d) The candidate shall not use the Ballot Designation to state, or imply, an endorsement or alliance. This means the designation cannot name a political party or any racial, religious or ethnic group. The candidate shall not use the Ballot Designation to state, or imply, a particular level of skill or performance. This means the designation cannot be modified by adjectives such as outstanding, leading, expert, virtuous, or eminent.

The determination of whether or not a Ballot Designation conforms to these guidelines shall be made in the sole discretion of the Election Coordinator. If a Ballot Designation does not conform, in whole or in part, it may be reformed by unilateral action of the Election Coordinator before it is printed on the ballots.

The Election Coordinator will provide each candidate with written criteria (above) for choosing a Ballot Designation in conformity with these guidelines, including examples of designations that were used in prior elections (back). The choice of Ballot Designation must be made by each candidate, and the California Public Employees' Retirement System accepts no responsibility for the content or validity of a given Ballot Designation.

## **EXAMPLES OF PAST BALLOT DESIGNATIONS**

- Affirmative Action Coordinator
- Air Quality Engineer
- Attorney
- Benefits Administrator
- Certified Public Accountant
- Community College Instructor
- Community Relations Administrator
- Dentist
- Deputy City Attorney
- Employment Program Manager
- Engineer
- Fire Battalion Chief
- Fire System Technician
- Firefighter
- Governmental Analyst
- Maintenance Worker
- Personnel Specialist
- Planning Graphics Supervisor
- Public Works Inspector
- Registered Nurse
- Retired Attorney
- Retired Correctional Lieutenant
- Retired Transportation Director
- State Correctional Officer
- State Employee
- Wastewater Supervisor